

# Pizzas Please™

## Franchisee Instructional Booklet

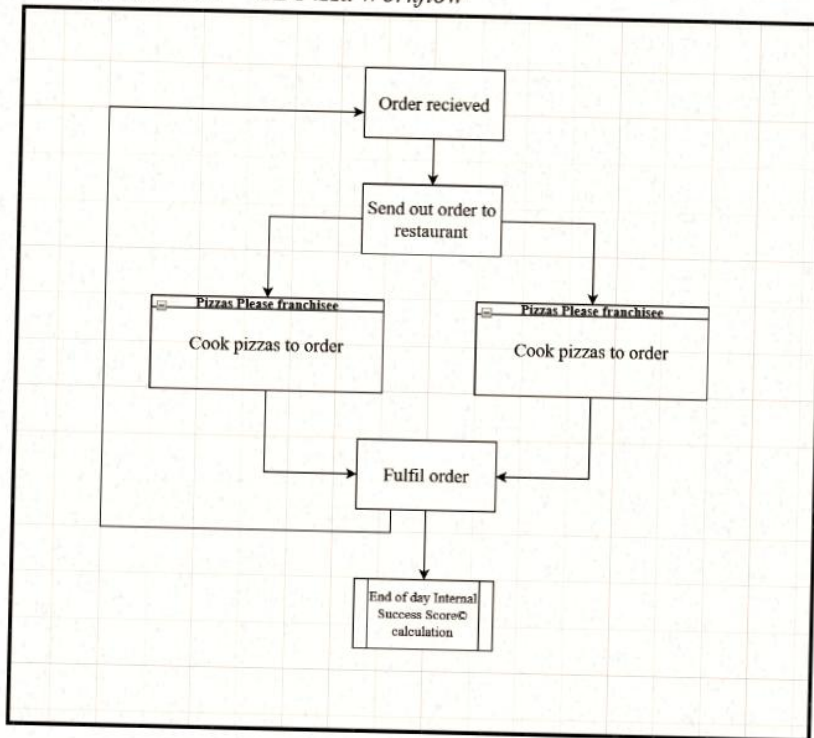
Welcome to your new life as an owner/franchisee/employee of a new **Pizzas Please™** restaurant/restaurant conglomerate! These pages should guide you through the very basics you need to know to start cooking great quality pizzas, provide meaningful consumer experiences to our loyal customers, and most of all: make a lot of money. Whether you are a **manager**, a **pizza chef** or even a **part-time assistant**, you should find everything you need to get started. At this point, we invite you to reflect on the **Pizzas Please™** internal corporate slogan:

***“We Deliver More Than Pizza”***

As you have probably learned in your mandatory *Five Step Pre-employment Semi-Optional Onboarding Sessions*, it is expected that you will start every shift with a 10 minute group meditation session on the core principles of the **Pizzas Please™** brand, starting with a group recitation of the **Pizzas Please™** internal corporate slogan, so it will be best to commit it to memory now! Many of our employees have reported finding true peace and solace upon discovering what the **Pizzas Please™** internal corporate slogan and core principles might mean to them. As our founder *J. Walter Hamslice* wrote in his book *How Man Is Like A New York Slice: A True Story of Pain, Passion and Pepperoni Pieces*, “true inner peace begets a more evenly-cooked crust”. We invite you to explore what that might mean to you throughout your time working for us. Note that a copy of *How Man Is Like A New York Slice* is provided to all new workers upon employment, and you will be expected to read it and answer questions on its contents at your one week, one month, three month and six month preliminary probation reviews.

Your first day on the job might be overwhelming, no matter your role! Cooking and delivering high quality pizza is a task only suited to the most skilled Quick Service Restaurant employees. We pride ourselves on headhunting the best mid-level cooks and middle managers from other QSRs and using their skillsets to supercharge our pizza offerings. Assuming you are part of that prestigious group, the following workflow will be no surprise to you, but for the sake of completeness we will explain it regardless.

### Pizzas Please™ EZ-Pizza Workflow



If you haven't followed the **Pizzas Please™ EZ-Pizza Workflow** before, this diagram may be confusing to you. Worry not! It's actually very simple: our goal is for each franchisee (which consists of one *chef* and one *assistant*) to maximise their own individual *Internal Success Score*® at the end of a workday. Similarly, we expect *managers* to be trying to maximise their own *Internal Success Score*®. This score is raised by delivering exactly what the customer ordered within a timely manner. Any mistakes or delays will dock this score. Kindly note that should your rolling 5-day average *Internal Success Score*® fall below the limits specified in the **Pizzas Please™ Franchisee and Manager Expectations Document**, it will automatically trigger a mandatory performance review/pre-termination meeting.

We encourage friendly competition between our franchises, so while you are striving to provide the best service for our customers, you should also be striving to do better than your neighbour restaurant! After all, did *J. Walter Hamslice* not state in *How Man Is Like A New York Slice* that "winning is about getting people to eat *your* pizza instead of your enemy's<sup>1</sup>?" Thus, if you are a **chef** or an **assistant**, you should aim to outscore your opposing teams!

As for **managers**: your goal is make sure that customers are happy. This means taking their order, keeping track of it, and then sending pizzas off to those customers. Your job is one of *managing information*. You should ensure that you stay on top of order numbers, and also check that the pizzas you are sending off to the customer actually match what they ordered, to prevent a loss of score.

<sup>1</sup> While all franchisees are part of the **Pizzas Please™** family we also, for the purpose of friendly rivalry inspiring more devoted pizza-cooking, encourage you to consider competing restaurants as your sworn moral enemies and treat them forthwith. Ask your line manager about employee discounts on **Pizzas Please™** branded pitchforks, baseball bats and clubs!

## **Role Summary**

In short, your job during a workday at **Pizzas Please™** will consist of the following:

### **Manager**

- Take orders from customers.
  - Ensure that those orders are tracked against order number, so you can dispatch it when ready.
- Pass orders to **Chef**.
- Review pizzas received from **Chef**.
  - Both your score AND the Pizzeria's score will be docked for any mistakes in order.
  - You can reject any pizzas which aren't up to standard.
- Dispatch pizzas to customer.
  - To do so, select the pizza, enter the order ID, and press the DS> (Dispatch>) key on your *Order Management Panel*.

### **Chef**

- Receive order from **Manager**.
- Determine which toppings are required.
  - You can communicate with your **Assistant** or **Manager** for assistance in this role.
- Prepare correct pizza base.
- Add correct toppings.
  - See *Menu & Pizza Quality Standards* section.
- Cook pizza.
- Send pizza to **Manager**.

### **Assistant**

- Generate toppings.
- Send toppings to **Chef** through the use of the **Pizzas Please™ Standardised Topping-Mover**.
- Ensure continued operation of the **Pizzas Please™ Standardised Topping-Mover**.
  - This includes ensuring that the power flow is kept at an appropriate level, as well as fixing any defects that may occur. Note that the new model of the **Pizzas Please™ Standardised Topping-Mover** features a handy "Fix" button for automatically resolving any mechanical issues.

## **Menu & Pizza Quality Standards**

At **Pizzas Please™** we pride ourselves on delivering consistent pizza experiences to customers. We have learned from experience that some customers become upset when their pizzas are e.g. missing a single piece of mushroom, and our takeaway from that was that we need to ensure our pizzas meet strict quality standards. While the **Chef** is in largely charge of meeting these standards day-to-day, all employees should be aware of them in order to maintain these standards through our workflow. Specifically, **Managers** need to be aware of these in order to quality check the pizzas they receive before dispatching them to customers.

### **Quality standard 1: Base**

We provide three different kinds of pizza base: Pan, Italian and Stuffed Crust. A customer's pizza should match the base they requested, else you will suffer a score penalty.

### **Quality standard 2: Size**

We provide three different sizes of pizza: Small, Medium and Large. A customer's pizza should match the size they requested, else you will suffer a score penalty.

### **Quality standard 3: Toppings**

We provide five different toppings: Pepperoni, Ham, Mushroom, Pineapple and Pepper. These toppings can be added in Half, Normal or Extra Portions.

<b>Portion Size</b>	<b>Number of toppings</b>
Half	3-4
Normal	5-6
Extra	7-8

For each requested topping, adding more or less than the specified number of toppings will result in small penalty.

For requested toppings that are completely absent from the provided pizza, you will suffer a larger score penalty.

For toppings added in error that weren't requested, you will suffer a score penalty.

### **Quality standard 4: Cooking**

Cooking the pizza sufficiently adds a fixed score bonus, based on accuracy to the intended total cooking time. Note: **Pizzas Please™** ovens currently are unable to display accurate in-progress cooking times, so Chefs will need to keep track of the state of the pizza themselves.

## Menu

**Pizzas Please™** uses a novel customisable menu format. Customers are able to order standardised pizzas from our menu, and then they can modify those pizzas to their tastes. Employees are expected to provide the customer's desired experience by interpreting their order correctly and ensuring the correct toppings are added.

Name	Ham	Pepperoni	Pineapple	Mushroom	Pepper
Margherita					
Hawaiian	Normal		Normal		
American Hot		Normal			Normal
Meat Feast	Normal	Normal			
Vegetarian Feast			Normal	Normal	Normal
The Three Ps		Normal	Normal		Normal
Tropical			Normal		Half
Manager's Special	Normal		Normal	Half	Extra
Funghi				Normal	
The Big One	Normal	Normal	Normal	Normal	Normal
The Bigger One	Extra	Extra	Normal	Normal	Extra
The Large Ham	Extra				
The Piglet	Half				
Funghi Prosciutto	Normal			Normal	
Pepperoni Feast		Extra			
Just Pineapple			Extra		
Just a Little Pineapple			Half		
Mister Pineapple's Adventures™ Promotional Pizza Deal			Extra	Half	
Pepperoni Deluxe		Extra			Normal
Name	Ham	Pepperoni	Pineapple	Mushroom	Pepper
Garden Classic				Normal	Normal
Sweet & Savoury	Normal		Extra		
Pepper Feast					Extra
Mushroom Deluxe				Extra	
Double Meat Trouble	Extra	Extra			
Half & Half		Half		Half	
The Balanced One	Normal	Normal		Normal	
Baby Pepperoni		Half			
Pepperoni & Pineapple Incident		Normal	Normal		
Office Party Special	Normal			Half	Normal
Budget Cutbacks				Half	
Executive Upgrade	Normal	Extra			Extra
The Compromise		Half	Half		
Mushroom & Ham Classic	Normal			Normal	
All Meat Lite	Half	Half			
Tropical Storm			Extra		Extra
Chef's Special			Normal	Normal	Half
Five-A-Day			Half	Normal	Normal

Customers can then add “modifiers” which apply to the premade pizza. These modifiers are calculated top-to-bottom.

E.g. Consider a:

**Vegan**  
**Sausage**  
 Small  
 Stuffed Crust  
*American Hot*  
**Easy on the Pepper**

The base pizza is a Small Stuffed Crust American Hot (Normal Pepperoni, Normal Pepper). Then the modifiers are applied from top-to-bottom:

1. Vegan — removes meats: *Normal Pepper*
2. Sausage — adds pepperoni: *Normal Pepperoni*, Normal Pepper
3. Easy on the Pepper — reduces pepper: *Normal Pepperoni*, *Half Pepper*

Modifiers can increase the amount of a specific topping, decrease the amount, remove it altogether, or add it, as per the following table:

<b>Current portion</b>	<b>Remove ✕</b>	<b>Increase ▲</b>	<b>Decrease ▼</b>	<b>Add +</b>
None	None	Normal	None	Normal
Half	None	Normal	None	Normal
Normal	None	Extra	Half	Normal
Extra	None	Extra	Normal	Extra

The faded cells are ones where the modifier has no effect on the amount of the specific topping.

The following page contains a list of modifiers and their effects:

Name	Ham	Pepperoni	Pineapple	Mushroom	Pepper
Vegan	✗	✗			
Meat Lover's	▲	▲			
Picky Eater's			✗	✗	✗
Vegephile			▲	▲	▲
Spicy					▲
Funghi				▲	
Sausage		▲			
Florida		✗	▲		
Virgin	✗	✗	✗	✗	✗
No mushrooms				✗	
No pineapple			✗		
No pepper					✗
No pepperoni		✗			
No ham	✗				
With mushrooms				+	
With pineapple			+		
With pepper					+
With pepperoni		+			
With ham	+				
Easy on the mushrooms				▼	
Easy on the pineapple			▼		
Easy on the pepper					▼
Easy on the pepperoni		▼			
Easy on the ham	▼				
Extra mushrooms				▲	
Extra pineapple			▲		
Extra pepper					▲
Extra pepperoni		▲			
Extra ham	▲				
Low Sodium	▼	▼			